

APR 04 2008

Attorney Docket: 01377
U.S. Application No. 10/020,779 Art Unit 3622
Response to January 9, 2008 Office Action**LISTING OF THE CLAIMS**

1. (Currently Amended) An advertisement management method, comprising:

receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot, the programming content scheduled to be broadcasted in the future from a network provider's server to a subscriber's equipment;

categorizing, at the network provider's server, the advertisement as overrideable or non-overrideable, the overrideable categorization allowing the advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled;

receiving, at the network provider's server, an advertiser's request to replace the advertisement with the different advertisement;

determining, at the network provider's server, whether the advertisement is categorized as overrideable;

determining, at the network provider's server, whether the advertisement and the different advertisement are ~~nearly~~ equal in time length;

determining, by the network provider's server, that the different advertisement has been recorded in a compatible format with the scheduled broadcast;

searching, by the network provider, to determine a time of broadcast of a previous advertisement relating to a same ~~similar~~ type of product as the different advertisement;

when the previous advertisement was broadcast within two hours, then declining to replace the advertisement with the different advertisement;

when the advertisement is categorized as overrideable, and when the advertisement and the different advertisement are ~~nearly~~ equal in time length, then replacing the advertisement with the different advertisement, such that the different advertisement is inserted into the programming content; and

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broadcasting the programming content to the subscriber's equipment, the broadcasted programming content having the advertisement replaced with the different advertisement.

2. (Previously Presented) The method of claim 1, further comprising receiving a premium to replace the advertisement.
3. (Previously Presented) The method of claim 1, wherein the overrideable advertisement is priced at a lower cost than the non-overrideable advertisement.
4. (Previously Presented) The method of claim 1, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.
5. (Previously Presented) The method of claim 1, further comprising matching advertisements with the more-valuable viewers and with the less-valuable viewers.
6. (Previously Presented) The method of claim 1, further comprising at least one of: broadcasting the programming content as a television broadcast, broadcasting the programming content as a radio broadcast, and broadcasting the programming content over a network.
7. (Cancel)
8. (Previously Presented) The method of claim 1, further comprising creating a log of events viewed by potential consumers.
9. (Cancel)
10. (Cancel)
11. (Cancel)

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- 12. (Cancel)
- 13. (Cancel)
- 14. (Cancel)
- 15. (Cancel)
- 16. (Cancel)

17. (Currently Amended) A system for managing advertisement programming, comprising:

means for receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot, the programming content scheduled to be broadcasted in the future from a network provider's server to a subscriber's equipment;

means for categorizing, at the network provider's server, the advertisement as overrideable or non-overrideable, the overrideable categorization allowing the advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled;

means for receiving, at the network provider's server, an advertiser's request to replace the advertisement with the different advertisement;

means for determining, at the network provider's server, whether the advertisement is categorized as overrideable;

means for determining, at the network provider's server, whether the advertisement and the different advertisement are ~~nearly~~ equal in time length;

means for determining, by the network provider's server, that the different advertisement has been recorded in a compatible format with the scheduled broadcast;

means for searching, by the network provider, to determine a time of broadcast of a previous advertisement relating to a same ~~similar~~ type of product as the different advertisement;

when the previous advertisement was broadcast within two hours, then means for declining to replace the advertisement with the different advertisement;

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when the advertisement is categorized as overrideable, and when the advertisement and the different advertisement are ~~nearly~~ equal in time length, then means for replacing the advertisement with the different advertisement, such that the different advertisement is inserted into the programming content; and

means for broadcasting the programming content to the subscriber's equipment, the broadcasted programming content having the advertisement replaced with the different advertisement.

18. (Previously Presented) The system of claim 17, further comprising means for receiving a premium to replace the advertisement.
19. (Previously Presented) The system of claim 17, further comprising means for pricing the overrideable advertisement is priced at a lower cost than the non-overrideable advertisement.
20. (Previously Presented) The system of claim 17, further comprising means for providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.